

# BTEP & Partners' News Flash

## Message from the Bureau Chief



Thank you all for your attendance at last week's Partner meeting. Our Strategic Plan is coming to fruition and I want to take a moment to thank you all again for welcoming ADHS BTEP and our facilitators as we traveled the state last fall to gather the community input that was utilized in developing the Plan. That was just the beginning!

Our successful collaboration is the key to the Plan's success! Just this week we began meeting with counties to develop scopes of work for 2009. The meetings have been productive, healthy, and creative solutions are being proposed that can propel us together – as a statewide program – forward. I applaud the County Health Officers who are also collaborating with us at ADHS BTEP and with program staff all over the state. I've been very impressed by the positive, forward-thinking nature of the

group and am excited to bring many of the Health Officers into our scope development process. The process we are engaged in is an unprecedented collaboration between the state and county programs.

I want you to know that I have deep appreciation for the support and experience that you all bring to this collaborative process, and that I look forward to a growing partnership that progresses all of our work far beyond what it otherwise might be.

### **American Legacy Foundation National Media Campaign Begins March 31**

The American Legacy Foundation, best known for its TRUTH campaign for tobacco use prevention, is launching a new campaign nationwide promoting smoking cessation.

The EX Campaign will launch March 31. It is a series of advertisements with the message you can 're-learn' your life without smoking. The ads will be on radio and television nationally primarily on ABC outlets and cable. Because Arizona is a member of Legacy's Tobacco Alliance, there will be additional media outlets in Arizona including advertisements in elevators of buildings in Phoenix, coffee cup sleeves at Tucson coffee shops, and in-theater advertising statewide. The launch of the campaign will be featured in National media such as NBC's TODAY Show <sup>TM</sup>.

The call to action in the ads is to visit Legacy's [www.becomeanex.org](http://www.becomeanex.org) website. ADHS BTEP is working closely with Legacy to ensure that visitors to site are directed to cessation services available in Arizona including our telephone counseling and NRT and NRT+ offerings.

If you have questions about Legacy's EX Campaign, email or call Marketing Director Mary Ehlert at [Ehlertm@azdhs.gov](mailto:Ehlertm@azdhs.gov), 602-542-0886.



March 14, 2008

# Strategic Plan Update

Last week ADHS BTEP met with all Partners to discuss the implementation of the Strategic Plan. Months of planning, focus groups and community involvement have resulted in a dynamic plan that is already gaining national interest.

ADHS Director Susan Gerard and TRUST Commission Chair Bill Pfeifer were on hand to discuss the plan as well as TRUST Commissioner Linda Bailey and ADHS Assistant Director Jeanette Shea Ramirez.

The plan focuses on a new way of doing business for tobacco control in Arizona. It has a strong emphasis on evidence-based programs, strong local networks, and overall streamlined efficiencies.

Overall, ADHS BTEP will be coordinating services statewide by funding Partners via IGAs, ISAs, and RF-GAs; will manage one centralized marketing campaign statewide; will facilitate evaluation of all program elements statewide; and will utilize its professional staff and in-house meeting planning expertise to provide Partner-specific technical assistance and high quality professional development programs for Partners. Travel and conference costs for the statewide program will be streamlined.

Each county will be working toward fostering community networks and will be doing focused prevention interventions for high risk youth. Cessation services will be centralized via a quitline that will provide phone and web-based cessation counseling and facilitate clients receiving our NRT and NRT+ options.

ADHS BTEP will work with Arizona's Sovereign Nations, Counties, existing statewide Partners, and other potential new partners statewide to implement a Request for Grant Application (RFGA) process for demonstration grants in priority populations and other services statewide.

This week ADHS BTEP staff began meeting with counties to co-create comprehensive scopes of work for the IGAs that will be executed with each county. Meetings will continue through March for implementation of IGAs beginning July 1, 2008.

## **Questions about the Implementation of the Strategic Plan...?**

Email or call Bureau Chief Wayne Tormala at  
tormalw@azdhs.gov, 602-364-0824

## **the RFGA process...?**

Email or call Operations Director Karen Boswell  
at boswelk@azdhs.gov, 602-364-0832



Bureau of Tobacco Education and Prevention

be tobacco free

March 14, 2008